

# ★ THE MASSEUR ★

American  
Association



Masseurs  
Masseuses

OFFICIAL BULLETIN

SEPTEMBER, 1953

DECATUR, ILLINOIS

## NATIONAL CONVENTION HELD IN SPOKANE HUGH SUCCESS

### NATIONAL DELEGATES WATCH

#### MASSAGE FOR RELAXATION

The following article appeared in a Spokane newspaper during the National Convention:

How to achieve relaxation of a patient by massage of the nerves and muscles came in for discussion here today at the opening session of the annual convention of the American Association of Masseurs and Masseuses.

F. E. Bloom, Spokane, secretary-treasurer of the Washington association, pointed out that through skilled massage the blood is made to flow back through the veins to the heart and into the arteries to provide a healthy balance in blood circulation.

The convention, with headquarters at the Davenport, has approximately 100 delegates from all parts of the United States in attendance.

#### Demonstration Given

Demonstrations on hand massage and nerve reflex were being given this afternoon by Earl Alexander of Peoria, Ill., and will be continued tomorrow by Mrs. Bertha M. Reager of Orting, Wash.

Officers here for the three-day meet are Earl F. Alexander, na-

tional president, Peoria; Mrs. Florence M. Taylor, Spokane, first vice president; Floy Brownlie, Davenport, Iowa, second vice president, and D. S. Carlson, Rome, Ga., secretary-treasurer.

Carlson was principal speaker this afternoon and demonstrations were being conducted by Ermel Rothgeb of Winthrop, Wash.

Further demonstrations will be given tomorrow and the business sessions will end with election of officers. The annual banquet is scheduled for 6 p. m. tomorrow in the Davenport.

On Sunday the delegates will travel by chartered bus to Grand Coulee dam.

Arthur Mann of Seattle was elected president of the Washington chapter of the American Association of Masseurs and Masseuses here yesterday. He succeeds Mrs. Taylor.

Also elected were Bertha Reager, Seattle, vice president, and Bloom, secretary-treasurer.

Directors chosen were Leston Short and Mrs. Taylor of Spokane, and Melton Neidfelt and Arthur Dunbar of Seattle.

### Attention All Members Of The A.A.M.M.

Your National Sec'y-Treas. is desirous of securing information regarding all known massage schools or colleges in the United States.

Send us the name and address of the school or college, also the names and addresses of their officers, if you can get them.

If you have any information that you think would be helpful in classifying the school or college, please supply all that you can as to their general reputation and as to the qualifications of their instructors.

NOTE—We have all the necessary information regarding the College of Swedish Massage in Chicago, Ill. so do not include them in your information report.

Many members have pledged me their cooperation in getting things done in the A. A. M. M. this year, alright folks, let's see what happens to the above request.

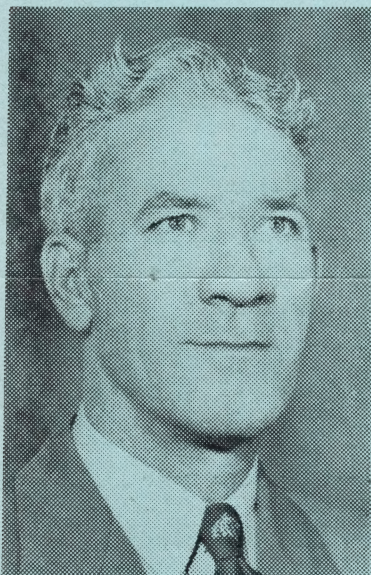
D. S. CARLSON,  
Sec'y-Treas.



# THE MASSEUR

Published in Decatur, Ill.  
Dr. Chas. W. Brooks Editor

## President's Message



EARL F. ALEXANDER

### IT MEANS SO MUCH TO SO MANY

I would like to take this opportunity to express my thanks for the wonderful job that the Washington Chapter accomplished almost single-handed. I am also pleased with the many accomplishments, that I sincerely hope will build a solid foundation for greater accomplishments in years to come. I have thought about this considerably.

On my return back home, and since arriving and finding the many letters of encouragement from those who could not possibly attend, we most sincerely appreciate these few letters and cards from those who could not possibly attend.

However, I believe the coming year will prove to be our test year. Many of our states and well-wishers are beginning to get more energetic and show a little genuine interest in building of this

association. In all, there was one remark that I cannot quite forget. It was this and I quote:

"Anyone should be proud to be an officer of this A.A.M.M. Association."

That is quite true. I am proud, and I am sure all the other officers are proud to be a part of this association. Now, I would like to know how many in the ranks in every chapter is proud to be a member of this association?

I was well-pleased on the acceptance of our dues; almost unanimous which I am sure that those present realized that it takes money to build a splendid foundation to give you an organization that will actually mean something to you. I am also proud of the splendid record that our Secretary and Treasurer has given us. This is proof enough that we need additional funds to continue the progress and success of this organization. I also am very happy to have the privilege to pay my dues along with everyone else; this makes me feel very very happy. At the same time, I wonder how many that have pretended to be a friend and helper of our association, will send in his dues so cheerfully and willingly.

Now the point was brought out, as you no doubt remember, we can give you a cheap organization; we could arrange for you to buy emblems and the certificate for about one dollar. This, I am sure, no one wants for there is no meaning back of this; not unless there is a sincere and a solid foundation and the integrity of those who are ethical practitioners in our science. I always like to quote Henry Ford, though he does not make my favorite car, he has many wonderful quotations in philosophy. The one I like most is:

"I am looking for a lot of men with the infinite capacity for not knowing a thing can't be done. Accept the challenge of life and deal with them on your own terms and you will set your habits."

So let's make this resolution that all the ethical operators that

you know will learn more about our purposes and aims. It is up to you to sell this organization to all those who are worthy of belonging to an ethical operated association. Again, let's call all our friends and neighbors and tell them what A. A. M. M. stands for. Please do not forget your pledge that we all signed. Make a practice to read it once or twice a week, and see if it doesn't help you realize what this organization could mean to you.

Sincerely,

EARL F. ALEXANDER,  
Pres. A.A.M.M.

### "WHERE DO WE GO FROM HERE?"

In reminiscing on some past experiences in the promotional field and knowing what has happened to organizations and individuals who refused to cooperate with each other, we thought the subject chosen would be a fitting challenge to all of us.

#### "Where Do We Go From Here?"

Can any of us answer that question with an assurance of better things ahead? We all could say it depends upon what happens here at the convention—maybe! Everything could go off smoothly here at the convention with the most of us satisfied with the results, and yet the year prove a dismal failure. Why do things happen? Because of people, of course. What people? Your Officers? Well, partly—but principally you. Your Officers do get certain things done, sometimes in spite of opposition and indifference on the part of the members, but is that the way we want it? No Officer will want to continue serving, sacrificing time and money in a situation such as this, so . . .

#### "Where Do We Go From Here?"

That depends upon all of us, not just the Officers, not just a



few members, but every member has a part to play. We often tell our patients that if they want health badly enough they can have it, and so with the A. A. M. M. If we are anxious enough for a successful year, we can have it. Who should take the initiative? The Officers, of course, but the members must support the Officers. It naturally follows then that the members must select Officers who have qualifications as leaders and who can coordinate their own state's activities. Your Officers have the right to ask your support as they are fighting your battle as well as their own.

#### "Where Do We Go From Here?"

A long way if we are real men and women, but if as in the past, NOWHERE! Our profession pre-dates any of the now known healing professions, and yet we have made the least progress. Why? Do we have an inferiority complex? Yes, I think we do. We have the foundation principles for all healing, and yet we are inclined to follow those who have "Stolen Our Thunder." The Chiropractors and the Osteopaths have incorporated many of our techniques into their own work and have claimed them as their own creation. What's wrong with us?

The answer is always the same—we are still in our shell afraid to crawl out. We stand awed by the progress of other professions while they ride herd on us. Need anyone tell us where the Medics got Physical Therapy, or as they are pleased to call it "Physical Medicine?" Need anyone tell us where the Osteopaths got Osteopathy, Swedish Movements? Need anyone tell us where the Chiropractors got many of the manipulations they now use and call it Chiropractic? In the old Massage books, fifty to one-hundred years old, you will find ample evidence of these facts. Then why do we ape their expressions and terminology? Do we not have the courage to stand on our own feet? What weaklings we

have shown ourselves to be!

#### "Where Do We Go From Here?"

No place! No place unless we change our perspective as to things in the future. Do we really want recognition, prestige and success? Do we really want full fledged massage schools and colleges that will work with our organization and that we can endorse? Do we really want degrees and titles that mean something? Do we really want low-cost mal-practice insurance? Do we really want recognition from insurance companies? Do we really want Massage Act legislation in force?

#### "Where Do We Go From Here?"

You and I will make that decision. We hope we have not waited too long. Other professions have stolen our heritage while we were asleep, and we have been relegated to the background. Are we satisfied to stay in that position? We need not be. Today we stand on the threshold of great possibilities for our profession. We have seen new horizons. We have new perspectives. We have seen more determination to accomplish things in our state chapters. Will this continue?

#### "Where Do We Go From Here?"



You have the answer!

D. S. Carlson, Secy-Treas.  
Delivered at National Convention  
A.A.M.M., Spokane, Wash., August 7, 1953.

## GOING SOME PLACE—

If you would like to change your address we have a couple of opportunities to offer you.

Bessie E. Erfurth, 3940 Broadway, of Gary, Indiana, states that "Due to my ill health I wish to sell my business. A large, well equipped establishment in a large industrial town." For information write Bessie E. Erfurth, Ph.T., 3940 Broadway, Gary, Indiana.

Then we have news of an establishment in Roswell, New Mexico. This party, Mrs. C. Smartt, wants to retire. She says her Massage Clinic is in a good location in a fast growing town, and that business is good! Write to Mrs. C. Smartt, Roswell Baths & Massage Clinic, 111 S. Michigan Ave., Roswell, New Mexico.

Davenport, Iowa  
August 28, 1953

Mr. D. S. Carlson

Sec'y-Treas. A.A.M.M.

Dear Mr. Carlson:

I would like to express through the "Masseur" if I may, my appreciation and thanks to the Washington chapter for their efforts in presenting us a fine convention this year.

Everyone on the program did a fine job and I think we all enjoyed the picnic, banquet and entertainment. Also those who went on the tour of Grand Coulee Dam had a most enjoyable trip.

Sincerely,

MISS FLOY BROWNLIE,  
Pres. Iowa Chapter,  
2nd Vice President Natl.  
A.A.M.M.

## NEWS RELEASE

Dear President,

You asked me to give my suggestions on Legislative approach. As every state has different laws and different department or bureau, I would suggest that every state should first call on



their Attorney General and he will advise them how to proceed. He'll tell you under what department or bureau your massage law will be administrated. Then take a copy of another profession already licensed in your state and this will give you an outline to follow for a Massage Act, in your state. We wasted lots of time before we arrived at this solution, but from then on it was not so difficult. Our State Dept. of Health was very helpful, that was where we were sent by our Attorney General.

Our bill was passed by a 2/3 majority, but was vetoed by the governor who acknowledged later that he didn't understand the need as we explained it to him.

All Senators and Representatives should be contacted in their homes, before the legislature is in session, this affords less chance of interruption and affords committee members a chance to become acquainted with their Senator or Representative and you

also can explain things much clearer than when they are so busy in session.

From Nebraska's standpoint, Legislation is the first order of the day, that means we the professional Massage operators MUST educate the public from day to day and promote our profession at every opportunity, but beware that we don't become tiresome.

I wish to express my sincere thanks and appreciation to our 1952-1953 officers. They have done a wonderful job and our organization has come a long way and may we hope for even greater strides in 1953 and 1954. In organization lies strength.

I am sure in the 1954 convention we shall be exceedingly happy to know that we have made amazing advances.

I shall enclose a tiny poem that has given me much pleasure, as it really portrays the Massage profession.

There is a destiny that makes us brothers:

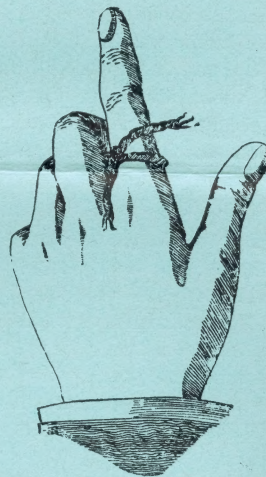
None goes his way alone;  
All that we send into the lives of others

Comes back into our own.

—Edwin Markham

Sincerely,  
GLADY'S WEILER,  
Nebraska State Pres.

## REMINDER



## YOUR DUES ARE DUE

This schedule applies to new members about to join for the first time.

### 1st. Quarter, Aug. Sept. Oct.

1st. year's dues.....	\$12.00	State receives.....	\$ 6.00	Nat'l receives.....	\$ 6.00
Application fee.....	\$10.00	State receives.....	\$ 4.00	Nat'l receives.....	\$ 6.00
New member pays.....	\$22.00	State receives total.....	\$10.00	Nat'l receives total.....	\$12.00

### 2nd. Quarter, Nov. Dec. Jan.

Dues, 9 months.....	\$ 9.00	State receives.....	\$ 4.50	Nat'l receives.....	\$ 4.50
Application fee.....	\$10.00	State receives.....	\$ 4.00	Nat'l receives.....	\$ 6.00
New member pays.....	\$19.00	State receives.....	\$ 8.50	Nat'l receives total.....	\$10.50

### 3rd. Quarter, Feb. Mar. April

Dues, 6 months.....	\$ 6.00	State receives.....	\$ 3.00	Nat'l receives.....	\$ 3.00
Application fee.....	\$10.00	State receives.....	\$ 4.00	Nat'l receives.....	\$ 6.00
New members pay.....	\$16.00	State receives total.....	\$ 7.00	Nat'l receives total.....	\$ 9.00

### 4th. Quarter, May, June, July

Dues, 3 months.....	\$ 3.00	State receives.....	\$ 1.50	Nat'l receives.....	\$ 1.50
Application fee.....	\$10.00	State receives.....	\$ 4.00	Nat'l receives.....	\$ 6.00
New member pays.....	\$13.00	State receives total.....	\$5.50	Nat'l receives total.....	\$ 7.50



## MINUTES OF STATE CONVENTION, WASHINGTON CHAPTER A.A.M.M., IN SPOKANE, AUG. 6, 1953

The Convention was called to order at 10:20 A. M., by President Florence M. Taylor. 20 voting members were present.

The Oath of Allegiance to our Flag and the Lord's Prayer were repeated in unison.

The Secretary's report was read. There being no errors or changes it was moved and seconded that the report be accepted as read.

The Treasurer's report was next read. It was moved and seconded to accept the report pending the report of the Auditing Committee which consisted of Arthur D. Mann, Ernel Rothgeb and Leston Short.

It was moved and seconded that Arthur Mann, Arthur Dunbar and the Treasurer get together and go over the legislative Committee's expense accounts and bring it up to date.

Th Auditing Committee reported the Treasurer's report was correct.

Report of the Seattle Chapter was read by Arthur Mann which included a report of the work done by the Legislative Committee. Mr. Arthur Dunbar gave us some food for thought on the working of the State Legislature. The Secretary read a letter from Mr. Doane Brodie as to what happened to our Bill in the Legislature.

A rising vote of thanks was given Mr. Dunbar for the great amount of work he had done in trying to get our Legislative Bill before the Legislature.

The feasibility of continuing our Voluntary Legislative pledge was discussed. It was moved by Milton A. Neidfelt and seconded by Arthur Mann to continue collecting \$3.00 more or less, for another two years.

The President next called for invitations to Cities where our 1954 State Convention could be held. Mrs. Della Mae Sumners invited us to hold the Convention in Vancouver, Washington. It was voted

to accept the invitation.

The question of the publication of our State Paper, (the Washington Massage News) was discussed. Mrs. Ruth Williams declined to edit and publish the paper for another year. After much discussion Arthur Dunbar volunteered to be the editor if Milton Neidfelt would do the publishing. It was so agreed.

A rising vote of thanks was given Ruth Williams for her splendid work in preparing and publishing the Washington Massage News.

Recessed for lunch at 11:45 A. M.

Convention was called to order by President Taylor at 2:00 P. M.

Milton Neidfelt told us of the proposed changes to be made in the new National Constitution and By-Laws, which would be voted upon at the National Convention, to be held in Spokane August 7 to 9.

A motion was made to amend the motion of the Voluntary Legislative pledge which read "\$3.00 more or less," to a straight \$3.00 per month.

Election of officers for the year 1953 and 1954 was announced. Nominations for President were Florence M. Taylor and Arthur Mann. Mrs. Taylor declined. It was moved and seconded that the Secretary be instructed to cast the unanimous ballot for Mr. Mann. He was declared duly elected.

Bertha M. Reager was nominated for Vice-President. Moved and seconded the Secretary be instructed to cast the unanimous ballot and she was duly elected.

Nominations for Secretary and Treasurer were called for. Leston T. Short, Regina V. Williams and Freeland E. Bloom were nominated. Mr. Short and Mrs. Williams declined. Moved and seconded that the Secretary cast the unanimous ballot for Mr. Bloom, and he was declared duly elected.

Nominations for members of the

Board of Directors were next in order. Arthur Dunbar, Steve Masan, C. Russell Soper, Ruth Williams, Florence M. Taylor, Milton A. Neidfelt, Della Mae Sumners and Leston Short were nominated. Mr. Masan, Mr. Soper and Mrs. Sumner declined. Moved and seconded that the Secretary cast the unanimous ballot for Arthur Dunbar, Milton Neidfelt of Seattle, Florence Taylor and Leston Short, Spokane and Ruth Williams of Kennewick were declared duly elected.

A rising vote of thanks was given Mrs. Taylor. She then turned the gavel over to Mr. Mann wishing him success in the coming year.

Moved and seconded the Chapter present Mrs. Taylor with a gift of appreciation for her splendid work. A committee was appointed consisting of Ruth Williams, Regina Williams and Dorothy Mann to select and purchase the gift.

The Legislative program was again brought up for discussion. A Legislative committee was appointed consisting of Arthur Mann, Donald Edwards and Arthur Dunbar.

It was moved by Arthur Dunbar and seconded by Richard Butt that the Legislative committee continue the investigation of the Legislative prospects of our Bill.

A letter was read by Arthur Mann from Dr. Lyden proposing a course of study whereby the work of all Masseurs and Masseuses would be unified and assist in passing the State examination when our Bill was passed. It was suggested that the Legislative Committee investigate other schools which would furnish like instruction.

At 5:05 P. M. it was moved and seconded that the State Convention be adjourned to meet in Vancouver, Washington in June 1954. The exact date to be determined later.

F. E. BLOOM,  
Sec'y-Treas.



## SPECIAL NOTICE

All State Sec'y-Treas. are requested to send in from their members interesting case histories that may be of interest to the members in general. If we want an interesting and informative Masseur magazine it will be up to the members to contribute material that will keep it interesting. Your National Secretary-Treasurer will do all he can in cooperation with your editor Dr. Brooks to rearrange copy if necessary. So don't hesitate because you cannot find the right words to express yourself, give us the facts we will do the rest without changing the message you are trying to convey to your readers.

## MISCELLANEOUS SUGGESTIONS

Success with a slenderizing department is not achieved through wishing — it takes "doing" in terms of merchandising, advertising and operation. Slenderizing services require special merchandising methods. For example, slenderizing services should never be sold in a single session or unit, but always in series of 10, 20 or more appointments. Sell a single session alone, and neither you nor the patron will benefit. The reason is obvious: there cannot be an appreciable reduction in weight or body measurements as a result of a single slenderizing session. Not only should slenderizing sessions be sold in series, but a series should be completed within a specified period of time. Without

a time limit on a slenderizing course, results in weight reduction can be very disappointing. Consider, for example, the outcome were a patron to discontinue her sessions after the third or fourth visit, only to resume them six months later when she would undoubtedly have regained her original weight. It is advisable not to refer to a slenderizing appointment as a "treatment" (which does not have a pleasant connotation): it is better to say "appointment" or "visit" or a similar term. The better psychological effect is easily understood.

At the outset it is necessary to recognize the importance of the fact that we are dealing with human beings, and not with inanimate images cast of one mold or one material. No two human beings are alike in temperament or anatomical structure . . . therefore, in operating the slenderizing system, we cannot take one definite procedure, apply it with machine-like precision and obtain uniform results. The first visit should always be given mildly because the treatment brings into play many muscles which have been used very little. Treatments should not be given for at least two hours after a heavy meal, and one hour after a light meal. During menstrual period, it is advisable not to give any treatments. This rest period should affect results.

Always stress the importance of taking a full course of treatments regardless of what type of treatments they may need. While this article is especially intended for spot reducing and body conditioning, the same can be ap-

plied to selling any course of treatments for almost any purpose. Massage is important but takes little or no selling effort, and that's why I am not giving a special sales talk along that line. The same applies to diathermy, colonic therapy, etc., to be used on selected cases and where necessary. The general sales attitude, however, applies to any and all types of treatments.

Alfred C. Trossen,

Secy.-Treas. Oregon Chapter

## TAKE NOTICE ALL

**NOTICE**—What happened to all those case histories we were to receive for publication in the Masseur?

If you want an informative and interesting magazine all of you members will have to help to make it so.

You like to read what the other fellow has experienced in his practice, so don't you think he would appreciate a little information from you as well? Of course he would.

Your article need not be long, short, to the point is best.

Most of us have a tough time in writing articles, but if we all help it will sound pretty good. Many articles will not need revision as we have found some talented writers in the A. A. M. M., so why not try, you may have some hidden ability that needs to be discovered. We all have some unusual case that we would like to tell others about, so this is your opportunity. Send it in as soon as possible to your National Sec'y-Treas.

FOR SALE: Reclining Overland Vapor Cabinet.  
Good condition. Three heat electric generator.  
PRICE: \$200.00 CASH — F.O.B. PORT BYRON

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